

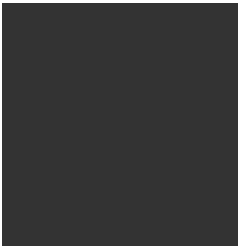
LAST UPDATED: AUGUST 23, 2024 1:52 PM

THE ACE PAINT COLLECTION STYLE GUIDE 2024

JOB #: 1307688340

IN MARKET DATE(S): AUG 2024 - ONWARD

PRIMARY



GREY

CMYK

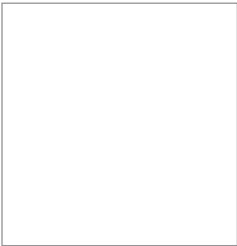
C	69
M	63
Y	62
K	58

RGB

R	51
G	51
B	51

HEX

333333



WHITE

CMYK

C	0
M	0
Y	0
K	0

RGB

R	255
G	255
B	255

HEX

FFFFFF



ACE RED

CMYK

C	0
M	100
Y	81
K	4

RGB

R	227
G	25
B	55

HEX

e31937

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

Headline

Roboto Bold Sentence case Optical Kerning - 40

Subhead

Roboto Regular Title Case Optical Kerning - 40

Subhead

Roboto Bold Sentence case Optical Kerning - 40

Body

Roboto Regular Sentence case Optical Kerning - 0

Messaging and paint can cuts
should be on Grey (#333333)
background

Starting at **\$29.99⁺**
With exceptional service and brands you can trust



\$29.99 should never be placed
over Benjamin Moore and
Magnolia Home paint can cuts

Paint can cuts should be in the following order for all collateral:
Benjamin Moore Regal, Magnolia Home, Clark+Kensington and Royal

LEGAL DISCLAIMER:

*At participating Ace stores, starting at
price on gallons of Royal interior wall paint.



ABOVE PHOTOGRAPHY IS NOT COMPREHENSIVE:

– Use any existing Ace paint enviro photography of finished rooms

DOWNLOAD ASSETS

Collateral Examples

**ACE**
100 YEARS OF HELPFUL
SINCE 1924

WALL:
Clark+Kensington
Paper Airplane 4068
Charles Bridge 4042



SALE
2 FOR \$10⁰⁰

Ace® Premium Spray
Paint + Primer, 12 Oz.
Assorted colors and finishes.

MIX & MATCH
MUST BUY
TWO OR MORE



SALE
2 FOR \$12⁰⁰

Ace® Rust Stop Spray
Paint, 15 Oz.
Assorted colors and finishes.

MIX & MATCH
MUST BUY
TWO OR MORE



SALE
\$28.99 - \$2⁰⁰ ACE REWARDS
EXCLUSIVE*
\$26⁹⁹

Zinsser® Bulls Eye
1-2-3 Primer, 1 Gal.
16890
Limit 2 at this price.
1 Qt., 16889...\$15.99 - \$1.00
Ace Rewards Exclusive,*
You Pay \$14.99.
Limit 2 at this price.
Spray Primer, 13 Oz., 1368323...
\$9.99 - \$1.00 Ace Rewards
Exclusive,* You Pay \$7.99.
Limit 2 at this price.



ACE REWARDS
EXCLUSIVE*
SAVE \$10
INSTANTLY

Cabot® Exterior
Stain, 1 Gal.
Assorted colors and
finishes.
Limit 4.



Starting at \$29.99⁺

With exceptional service and brands you can trust



BUY THREE
GET ONE
FREE

1" Filtrete® 1000 Allergen
Defense Air Filter
Assorted sizes available.
NO LIMIT.
Free item must be of equal or lesser value.



MIX & MATCH



BUY ONE
GET ONE
50% OFF

Select FrogTape® Multi-Surface
Painter's Tape™
Assorted sizes.
1392232, 1392224, 1392216
Limit 2.
Discounted item must be
of equal or lesser value.



20% OFF

Citristrip® Safer Paint &
Varnish Stripping Gel**



*See page 8 for Ace Rewards Savings details. **Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description.
*At participating Ace stores, starting at price on gallons of Royal interior wall paint.



UPPER WALL:
Clark+Kensington
Playas de Cancun N-W26

LOWER WALL:
Clark+Kensington
Swaying Hammock N-W26

CABINET:
Clark+Kensington
Blue Spruce 29A-5

CEILING AND TRIM:
Clark+Kensington
Linen CW-W6

BUY ONE
GET ONE
50% OFF

Select Bona® Cleaning
Products**
NO LIMIT.
Discounted item must be of equal or
lesser value.



SALE
3 FOR \$12.00

Mrs. Meyer's®
Clean Day Dish
Soap, Hand Soap or
Multi-Surface
Cleaner
*4.00 each.



25% OFF

Select Moen & OakBrook
Kitchen & Lavatory Faucets**



YOUR CHOICE

SALE
\$13.99
each

Flex Seal®, Flex Paste®, Flex Tape®
or Flex Glue® Rubberized Sealants**
6406383, 6215107, 6665004, 6015026, 6018526,
6018525, 6238554, 6015027, 6295950, 6406391,
6664999, 6004383, 6715163, 6715171, 6004382
Flex Shot® Rubberized Caulk & Sealant, 6266985,
6266993...SALE *\$15.99 each.



SALE
\$184.99

Werner 16' Type II
Aluminum Telescoping
Extension Ladder,
225 Lb. Capacity
1062918
20' Aluminum Extension Ladder,
10226...SALE *\$234.99.



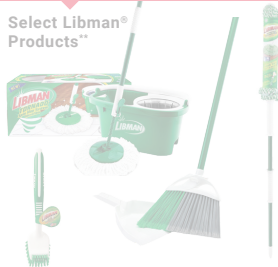
Starting at **\$29.99⁺**
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BUY MORE

SAVE MORE

Select Libman®
Products**



SAVE
\$5
When You
Spend **\$25**
on Select
Libman® Products

SAVE
\$10
When You
Spend **\$45**
on Select
Libman® Products

SAVE
\$15
When You
Spend **\$65 or more**
on Select
Libman® Products

Valid at acehardware.com, in the Ace mobile app, or at participating Ace Hardware stores 10/1/24 through 10/31/24. Not valid on prior purchases or on items that are part of an Ace Rewards Exclusive Savings offer during this Buy More & Save promotion period. Discount will be allocated across all qualifying items. If merchandise is returned, customer will receive discounted price paid. Qualifying minimum purchase amount must be spent in a single transaction and is calculated minus discounts/coupons, rewards redemptions and taxes.

**Not all eligible products are pictured. See store for more details or if product SKUs are listed, you can type the SKU(s) into search bar on acehardware.com for full product description. +At participating Ace stores, starting at price on gallons of Royal interior wall paint.

October Red Hot Buys AM1 2241001ML, 04, Versions: CA, DS, FN, NR, NW, SO, TR

<small>844J POWER SN12112 21 in. TWO stage 56 V Battery Snow Blower Kit (Battery & Charger) W/ TWO 7.5 AH</small> ★★★★★ 1223 \$1,399.00 \$1,499.00	<small>844J POWER PEAK POWER SN12125AP 21 in. Single stage 56 V Battery Auger-Propelled Snow</small> ★★★★★ 88 \$949.00 \$999.00	<small>1010 POWER LIGHT 21 in. 21.2 CC Single Stage Gas Snow Blower Electric Start</small> ★★★★★ 524 \$749.99	<small>844J POWER PEAK POWER SN12114 21 in. Single stage 56 V Battery Snow Blower Kit (Battery &</small> ★★★★★ 823 \$849.00	<small>844J POWER PEAK POWER SN12112 21 in. Single stage 56 V Battery Snow Blower Kit (Battery &</small> ★★★★★ 823 \$699.00 \$749.00	<small>844J POWER PEAK POWER SN12112 21 in. Single stage 56 V Battery Snow Blower Kit (Battery &</small> ★★★★★ 823 \$699.00
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Starting at

\$29.99*

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SHOP NOW

The Top Brands Under One Roof



More Reasons to Love Ace

ACE REWARDS
SHOP EARLY SAVE

YOU EARNED IT!
Check your rewards and offers.

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Heartware
STORIES

September is National Childhood Cancer Month, see how Ace supports a young man and his battle

[Watch Video](#)

ACE PROJECT PLACE

Everything To Know About Cabinet Painting

[Learn More](#)